Parameter for telecasting serials on Doordarshan

†2347. DR. A.K. PATEL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the parameter drawn by Government for the telecast of series on the Doordarshan;

(b) whether it is a fact that many irregularities have been noticed in the process of according approval to the serials to be telecast on the Doordarshan;

(c) if so, the reasons therefore; and

(d) the steps Government propose to take to streamline the said process?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Prasar Bharati has recently issued revised guidelines for sponsored programmes on Doordarshan. In the revised guidelines, all the proposals are to be processed within a period of 8 weeks and screening for these is to be done by various Committees comprising two outside experts. In case of rejection by the Selection Committee, the applicant is free to approach the CEO, Prasar Bharati for reconsideration of his proposal indicating grounds on which the proposal may be reconsidered.

(b) No Sir. However, action as per guidelines is taken for cases of irregularity as and when noticed.

(c) and (d) Does not arise.

Broadcasting from Kurseong relay centre of AIR

2348. SHRI DAWA LAMA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are aware that broadcasting from Kurseong relay centre of AIR is so poor that it is hardly audible in Darjeeling hills;

(b) whether Government will agree to revamp the station; and

(c) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) The AIR, Kurseong has one 50 KW SW Transmitter and one 1 KW MW Transmitter. The programmes of SW Transmitter are well

†Original notice of the question was received in Hindi.

received in the Darjeeling hills while the 1 KW MW transmitter has a range of about 20 Kms. Due to power restrictions of International Telecom Union, the power of MW transmitter there cannot be increased.

(b) and (c) Do not arise.

Bids for prime-time DD Metro Channel slots

2349. SHRI C. RAMACHANDRAIAH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether second-time poor response to bids for prime-time DD Metro-Channel slots without any fixed reserve floor price has greatly disappointed Prasar Bharati;

(b) if so, the details thereof and the reasons therefor;

(c) whether Government suspect that lack of adequate response to bids by major broadcasters like Star, Zee and Sony Entertainment television is a deliberate one to downsize DD Metro Channel;

(d) if so, the details thereof and the reasons therefor; and

(e) the line of action proposed to be taken by Government in this regard?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) Prasar Bharati has intimated that the market response was not to thier expectations. The bid offers were too low and Prasar Bharati, after due consideration, has rejected the offers. The details of the bids received are as under:—

Time Slot	Name of bidders	Bid Amount in Rs.
7.00 to 8.00 PM	M/s Prachar Communications	1,00,53,158/-
8.00 to 9.00 PM	M/s Pritish Nandy Communications	1,01,00,000/-
	M/s Prachar Communications	4,60,34,921/-
	M/s Sri Adhikari Brothers	9,00,00,000/-
9.00 to 10.00 PM	M/s Prachar Communications	6,38,00,921/-
	M/s Sri Adhikari Brothers	9,00,00,000/-
10.00 to 11.00 PM	M/s Prachar Communications	4,00,67,921/-